

SEMESTER I
UNIT 2
LANGUAGE OF
COMMUNICATION

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Verbal or Oral Communication:

- The Verbal Communication is a type of Communication wherein the message is transmitted through the spoken words. Here the Sender gives words to his feelings, thoughts, ideas and opinions.

Essentials for effective Verbal Communication:

- **Brevity:** The message should be brief. It should neither be too long nor too short. Lengthy sentences confuse and may lead to misunderstanding. Using precise words, simple and familiar words, and avoiding superfluous words are important factors in effective communication.
- **Clarity:** Avoid using complex, convoluted sentences, and try to state your argument in direct language. Clarity can be achieved by using simple and common words.
- **Choosing precise words:** Use vocabulary which you can easily comprehend. Vague words should be avoided, full knowledge of synonyms and antonyms can help in choosing the precise words.
- **Sequence:** Presentation of matter in a logical sequence is yet another important principle of effective communication. The speakers should not jump points or change the sequence, consistency, continuity and logical development of the subject matter should be followed.

- *Avoid Jargon:* The jargon is a field, applicable or relating to a particular section of profession. It means language relating to law, commerce, sports, defence, etc. It may be called as legal jargon. In conversation, the words used must be clear to other people.
- *Avoid verbosity:* Use of superfluous, difficult words is called verbosity. To convey meaning is more important than using superfluous words. Using it doesn't assure greater clarity.
- *Seven C's of communication:* Seven C's are suggested for effective verbal communication
 - Candid
 - Clear
 - Complete
 - Concise
 - Concrete
 - Correct
 - Courteous

Non – Verbal Communication

- Non-verbal Communication is the transmission of messages or signals through a non-verbal platform such as eye contact, facial expressions, gestures, posture and other ways people can communicate without using language.
- Pictures, Signs and Symbols have been used to convey some idea or message since ages.
- People express their feelings through gestures. In business interactions, the knowledge of body language and non-verbal cues can be of immense use and value.
- Non-Verbal messages express true feelings more accurately than the spoken or written language.
- Verbal and Non- Verbal behaviour may be the duplication of one another.
- People express their emotions and feelings through gestures and body language.

Types of Non-Verbal Communication:

- **Eye Contact:** It is an important channel of non-verbal communication which helps to regulate the flow of Communication. Teachers who make eye contact open the flow of communication and convey interest, concern, warmth and credibility.
- **Facial Expressions:** The face is an important communicator. It expresses the type of emotions or feelings such as joy, love, interest sorrow, anger, confusion, fear, hatred etc. Facial expressions are indicated through the mouth (open, wide or closed), eyelids (raised or lowered).
- **Gestures :** Head nods, a form of gestures, communicate positive reinforcement to students and indicate that you are listening.
- **Posture and Body orientation:** You communicate numerous messages by the way you walk, talk, stand and sit. Speaking with your back turned or looking at the floor or ceiling should be avoided; it communicates disinterest to your class.
- **Body Language:** Body language is another widely recognized form of non-verbal communication. Body movement can convey meanings and message.
- **Symbol:** A symbol is something which represents an idea. The purpose of symbol is to communicate meaning e.g. a red rose symbolizes love and compassion.

Difference between Oral and Written Communication

Advantages of Oral Communication:

- It is face to face conversation.
- It goes deep into the decoding mechanism of the mind.
- It can make use of facial expressions, modulation of voice called intonation.
- It is less expensive and saves money as no stationery is required.
- It saves time, labour and energy as it is direct, faster and personal.
- In oral communication Immediate Feedback or response is obtained.

Disadvantages of Oral Communication:

- There is limitation in Oral Communication as there is no scope of legal point of view as there is no proof or evidence.
- Its meaning can be lost during the process of delivery.
- The efficacy of the spoken communication depends upon the willingness of the listeners.
- Drawback of oral Communication is that a speaker or listener cannot be held accountable for any vocal message. As anyone can claim or disclaim having said or heard something.
- There is a greater chance of misunderstanding due to the verbal nature of exchange.
- What is conveyed orally cannot be remembered for a long time as human memory is short.

Written Communication

- ❖ It means the sending of messages, orders or instructions in writing through letters, circulars, manuals, reports, telegrams, office memos etc. It is a formal method of communication and is less flexible. A written document preserved properly becomes a permanent record for future reference.

Advantages of Written Communication:

- It is suitable for long distance communication and repetitive standing orders.
- It creates permanent record of evidence. It can be used for future reference.
- It gives the receiver sufficient time to think, act and react.
- It can be used as legal document because it can be used as a signed document especially in business activity. All business contracts are signed documents.
- It is only through the written word that we can reach at fixing of responsibilities. Neither the writer nor the reader can deny as having established a contact with each other.
- It is suitable for sending statistical data, chart, diagram, pictures etc.
- A good written communication can create good will and promote business.

THANK YOU